


BUY YOUR USED CAR OR TRUCK AT THE GOODWILL SIGN

EVERY **GOODWILL** USED CAR AND
TRUCK EXPERTLY RECONDITIONED
AND BACKED BY WRITTEN
GUARANTEE!



Your Local Goodwill Lot Is Stacked with Some of the Best Values in Town!

Before you buy any used car or truck, visit us—your Pontiac-Buick-GMC Dealers—and compare our values with others you've seen; you'll find that ours are hard to beat! But that's not all the story because, in addition, we offer only used cars and trucks in top condition, both in appearance and mechanically. That adds up to best values!

We Are a Permanent Part of Your Community.

We want to serve you, not only now, but in the years to come. We know that to win your repeat business we must give you complete satisfaction right now, so we're out to win Goodwill with every Goodwill car or truck we sell.

We Are First and Foremost New-Car Dealers—and that Means Plenty to You!

It means our stock is made up of *Genuine trade-ins*, many of them one-owner vehicles, low in mileage and in excellent shape, *even before reconditioning*. And right now, we have a large variety of makes and models for you to choose from, at a price to fit your budget.

You Get Much More at the Goodwill Sign!

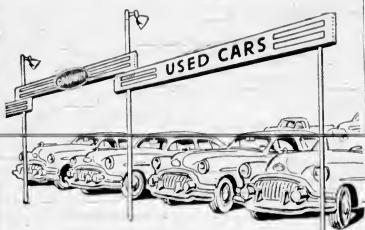
You get the complete assurance of a used car or truck that's been properly reconditioned as only a new-car dealer is equipped to recondition it. You get a *written guarantee*—a generous warranty shared on a 50-50 basis that protects you for 30 days or 1000 miles. You even get the convenience of the same easy Time Payment Plan that buyers of new General Motors cars or trucks may use.

You Don't Have to Look Any Farther than the Nearest Goodwill Sign for an Outstanding Used Car or Truck Value.

Sold by Your Authorized
PONTIAC-BUICK-GMC DEALER
EMPRESS MOTORS LTD.

900 FORT STREET

G8154



and at

EMPRESS MOTORS

here's what we mean by



- '53 PONTIAC De Luxe 4-door Sedan, Custom Heater and other extras. Like new in every respect. Light blue finish... Mileage only 8,000. Licence No. 14815. **GOODWILL value at \$2250**
- '48 METEOR 5-Passenger Coupe, air conditioning paint. Licence No. 20173... **\$1395**
- '48 PONTIAC 4-door Sedan Air conditioning heater, new light blue paint. Carefully maintained by one owner. Traded in on a '53 model. Licence No. 83387... **\$1595**
- '47 MERCURY SEDAN in new car condition throughout. New light blue paint. Upholstery immaculate, mileage 25,000. Licence No. 15217... **\$1295**
- '51 STUDEBAKER CHAMPION DE LUXE Sedan, 4-door model with heater, chrome and other extras. Top **GOODWILL** Value in this one-owner car. Licence No. U442... **\$1895**
- '53 PONTIAC De Luxe 4-door Sedan, Colour heater. Extras include A.C. heater... mileage 12,000. **\$2195**
- '48 PLYMOUTH SEDAN in gleaming black. Heater and radio plus other extras. Licence No. 21185... **\$1395**
- '48 MERCURY SEDAN, 4-door model with Custom radio and heater. In top mechanical condition. This **Goodwill** car has had metallic paint... **\$1050**
- '50 HILLMAN MINN SEDAN. Quotable brown paint and very low mileage highlight this outstanding car. Extras include A.C. heater. Licence No. 36387... **\$1050**
- '46 MERCURY COUPE with sparkling black finish. Heater. Exceptional condition throughout. Licence No. 16177... **\$1095**
- '50 PONTIAC 2-door Sedan... Motorola radio, Custom heater, seat covers. Low mileage. Blue metallic finish. Licence No. 22501... **\$1795**
- '50 AUSTIN SEDAN Radio and heater... **\$1050**
- '48 MERCURY COACH. Jet black paint plus extras that include heater. Don't judge this by its **Goodwill** price... test-drive it and really appreciate the value... **\$1095**

SHOP UNDER THE BRIGHT LIGHTS 'TIL TEN TONIGHT

Empress Motors

LTD.

900 FORT at QUADRA

Former Victorian Moves Up From Navy's 'Lower Deck'

A 27-year-old former Victorian Baker, who was born in Victoria, is among seven men from the area, but who now make the "lower deck," who have been promoted to the rank of commander in the Royal Canadian Mounted Police (RCMP). The promotion was announced in the "Daily News" of October 1, 1953.

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McNaughton was convicted on a charge of theft of a value of more than \$25, and pleaded guilty to an additional two similar charges. The two-year term was imposed on James Earl McNaughton, a Victoria inmate, by Judge J. B. Cleburne on October 1.

Lemon Hart is an ordinary run-of-the-mill detective and he is the result of his being ordered under bond in those great Part of London underground world, which for centuries have been the cradle of fine men and spirit. Lemon Hart is recognized as the head of Britain's underworld... blended with traditional skill from Danvers Run. Day it today!

BRITAIN'S FINEST IMPORTED. This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.



Look for the new Fall Airline in FLIGHT eight collar styles. **TOOKE** SINCE 1869

Theft Charge Brings Man Prison Term

A two-year prison term was imposed on James Earl McNaughton, a Victoria inmate, by Judge J. B. Cleburne on October 1.

McNaughton was convicted on a charge of theft of a value of more than \$25, and pleaded guilty to an additional two similar charges.

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Volunteers Wanted For Civil Defense

A specialized training for volunteers will be conducted early in the new year. Civil Defense officials are now looking for volunteers to assist in the event of an attack. The training will be held in the Victoria largest area will be held through the Victoria Civil Defense program under the leadership of the Victoria Civil Defense Committee. The training will be held in the Victoria largest area will be held through the Victoria Civil Defense program under the leadership of the Victoria Civil Defense Committee.

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October's Weather Decidedly Average

October's weather (which began with the 25th of October) in the United States was, with a total of 2.11 inches of rain, the most in the month since 1913.

The mean temperature for the month was 52.1 degrees, which is just 1.2 degrees above the normal.

The precipitation for the month was 2.11 inches, which is just 1.2 inches above the normal.

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Clothing, Bedding Needed For Relief Consignment

A new consignment of good clothing and bedding for the relief of the homeless is being put together by the Victoria Chapter of the Society of the Friends of the Homeless.

The Society is now accepting donations of clothing and bedding for the relief of the homeless. The Society is now accepting donations of clothing and bedding for the relief of the homeless.

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Canada's greatest oil heat value... get CYCLOS for your home. See all the other CYCLOS units. Free literature. Write: Oil Burner, Inc., 1010 Main Street, Vancouver, B.C.

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Daily Colonist, Victoria, B.C. 17
Wednesday, November 4, 1953

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fires with one of our fire
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heaters, 33,000 B.T.U.
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RENT A WASHER
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Goodies. Reasonable. Cost 95
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years of confidence we are in
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MONTHLY MONTHLY MONTHLY

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"Food for Champions"
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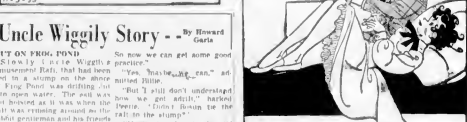
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